



# News and Views

The Newsletter of the Tennessee Public Library Management Institute

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*Mike Schmidt explains the art of fundraising*

## Fund-Raising 101 for Libraries

On Wednesday, Mike Schmidt instructed the Institooters on the concepts of fundraising for libraries. There are three basic types of giving – annual (small gifts by anyone in the

community, usually repeated), capital (larger gifts, usually a one-time donation for a large project), and planned (gifts left in a patron's will, etc.). The method of fundraising will be slightly different based upon the type of donation desired.

Mr. Schmidt explained that it is important to know who the contributors are when asking for funds. Mike pointed out that “money comes from individuals, not companies.” Libraries should have a public/private partnership of support with public funds coming from taxes and private funds from donations. Mr. Schmidt stressed that libraries also need to have “modern” qualities that their patrons desire. A “modern” library 1) is louder, 2) Has up to date technology, 3) is community-based, 4) is a place for children and teens, 5) has a business center, and 6) provides cultural outlets for the community.

Most contributors are concerned with the outcomes that will occur for the community if they support a program or a new addition to the library. They want to make sure their funds will help “meet the needs” of the community. The Institooters were asked to list some of the most serious issues in their community and to provide examples of how to help the community. Issues identified included Meth concerns, teen pregnancy, and community growth.

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Mr. Schmidt then provided the Institooters with a detailed plan for “making the ask” of a donation. The first step is to identify library champions who can “make the ask” on your behalf. Always ask them for a donation so they can tell other community leaders they have done so (if they are not giving, why should others?). Next is to have your champion cultivate relationships with potential donors and educate them on the needs of the library. Then, research some background information on the potential donors to see what their preferences are. These could possibly be used later to encourage their support. The next step is to set up an appointment to talk about the fundraising campaign. Often the library director can go along. It is important to set a positive tone that will put the individuals at ease. Mike suggests that it is best to ask for exactly how much the library needs and listen to their response. Then, set a specific follow up date in case the prospect needs to check with families, etc. Finally, it is best to send thank you notes and courtesy follow ups after an appropriate time.

The Institooters then each had a turn “asking” for donations for various needs from their peers. They all did an excellent job creating inventive scenarios for requesting funds and thinking on their feet quickly to ensure their prospects could not say no to their requests.



*Theresa ponders the merits of Robin's request for funds*

Mr. Schmidt then explained how providing a chart of gift standards can simplify the “ask” process. Gift standards use varying “divisions” of gift amount ranges that allow donors to choose the dollar amount they feel most comfortable with or are most able to afford.

Commemorating naming opportunities provide incentives to prospects for large donations. A donor can contribute a large amount and essentially purchase the naming rights to a room, collection, etc. of the library. Mr. Schmidt cautioned that these rights are permanent as long as the room, building, collection, etc. exists. He stresses that it is best to encourage naming rights for individuals who are no longer living. He also cautioned not to name a main library building for an individual who will be forgotten a few years from now.

Mr. Schmidt finished the day by providing examples of various fundraising projects that have been successful. The Institooters were extremely impressed with the information Mike provided and they cannot wait to return home to start using some of these fundraising techniques!

## And They're Off...

The Institooters began their final presentations on Wednesday morning. Here's Wednesday's list of presenters:

### **2005 Presentations**

Linda Ackerman

(Elmer Hinton Memorial Library)

*Story Telling Festival*

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Coneen Ailey  
(Parrott-Wood Memorial Library)  
*Dining Out for Life*

Jan Allen  
(Marshall County Memorial Library)  
*Read and Feed*

Rebecca Berry  
(Bristol Public - Avoca Branch Library)  
*Jumble Sale*

Virginia Borrelli  
(Sevier County - Seymour Branch Library)  
*Fundraising for Seymour Branch Library-  
Phase II Building Project*

Alesia Burnley  
(Lebanon-Wilson County Library)  
*Wilson County Library Board Roast*

Robin Cogdill  
(Sevier County - Kodak Branch Library)  
*Sevier County Public Library System-  
Increasing Public Awareness*

Chantay Collins  
(Maynardville Public Library)  
*LOOK What Is @ Your Library*

Norma Day  
(Lake City Public Library)  
*It All Began with the Friends*

## Photo of the Day

Well, maybe yesterday...



*Curt True asks Marilyn (Norma Humphries) for some extra benefits*

## Quotable Quotes...

Yes, it's that time again! Here are some of the "quotable quotes" we've heard so far at the Institute!

*"Our benches are weather-proof."*

- Faye Toombs

*"I resign! I'm not following that!"*

- Brenda Pirtle

*"You guys need to be on a soap opera."*

- Rebecca Berry

*"This is the rough and rowdy bunch."*

- Rebecca Berry

*"I need to see your form."*

- Norma Humphries

*"I'm not in Kansas anymore."*

- Mike Schmidt

